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# Strawberry Plants



**O. C. WALLER & BROTHERS**

*THE HONEST PLANT GROWERS*

**Judsonia, Arkansas**





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## SUNNY SLOPE FRUIT FARM

O. C. Waller, Manager  
JUDSONIA, ARKANSAS

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Our Motto: "Quality, Service and Satisfaction Guaranteed."

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### To My Many Friends and Patrons:

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The time has again arrived for presenting my fall and spring price list. First, we indeed wish to thank those who have been favoring us with their orders for the past 21 years. As their orders are repeated year after year it is proof that our plants have met their entire expectations.

The plant business is my business and I do claim to be a spec-

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ialist on the small fruits which are listed in this folder.

I know you have confidence in me or you would not continue to repeat your orders each year and I shall not jeopardize that confidence with inferior plants.

The past season has been ideal for growing plants, and the result is we have millions of them. Now, to the prospective buyer of plants who has never favored us with an order, let us say—you cannot place your order where you can buy better plants than we are offering you. Our judgment along this line is backed by many years of experience in the strawberry field. Our experience in packing plants for the past twenty-one years assures you that you are getting first class work along this line. The many letters that we have on file, of which we will print a few, is proof that **WALLER BROTHERS'** plants are all that can be expected of anyone.

Again thanking you one and all for the business you have favored us with, and asking a continuance of same, we are,

Yours very truly,

WALLER BROTHERS

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## General Information

Prices in this folder set aside all former quotations. When ordering plants, use order sheet and write your name and address very plainly.

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## Payments

Must be made in advance. Either Express or Post Office money order, bank draft or registered letter. Or, if you prefer, we will send your plants C. O. D., provided you send 25 per cent of full value of order.

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## Our Guarantee

We guarantee our stock true to name, with the understanding, that should it prove otherwise we will refund the money or replace it with other stock which is true to name. But under no circumstances, are we liable for more than the first cost of the plants.



Good, Healthy Plants.

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## Digging Our Plants

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Our plants are dug as ordered, nicely trimmed and tied in bunches of 26 and 27 and counted as 25. This insures you of a good count. Plants are packed in light crates with plenty of damp moss, and guaranteed to reach you in good shape, either by mail or express.

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## Time of Filling Orders

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We will begin filling orders this season October 10th to 15th. For spring delivery, we will ship until April 15th and guarantee safe arrival. After this date they go at your risk. You will not lose anything by sending in your orders early.

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## Estimate Weight of Plants

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It is impossible to give the correct weight of plants, as some varieties are much larger than others, and as spring advances the plants become heavier. Our experience has taught us that it is safe to calculate on from 20 to 25 pounds to the thousand.



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## Care of Plants When Received

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If the ground is not in a fit condition for the planting of them, a very easy method can be used to keep them. Take each variety a bunch at a time, cut strings and spread roots thinly along the side of a shallow furrow, then cover roots of plants with dirt not higher than the crowns of the plants. Give partial shade and if ground is dry, water roots only.

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Dear Friend and Customer:

In making your plans for this fall and next spring planting you will without a doubt be very careful to obtain the right kind of plants, for who wants to plant a field of strawberry plants, spend good money cultivating and caring for them, unless he feels sure that the results will be satisfactory.

How are you going to determine whether or not you are getting plants that will give you satisfaction? All men know that a first class plant should be healthy stock and well rooted. But, in selecting a first class plant the grower must have more from which to choose than what the eye alone can see. To be first class in every way, a plant must be **GROWN RIGHT, DUG RIGHT, AND PACKED RIGHT.**

To be grown right, a plant should be a good, strong, healthy plant, planted in the right kind of soil and have continuous cultivation, with plenty of moisture and sunshine. We have, by using this method, produced a plant that is in every way far superior to the usual run of plants. It goes without question that our soil and climatic conditions produce plants that cannot be surpassed anywhere.

Plants to be dug right. We use a digger made for this purpose, digging deep and getting all of the roots. We also dig the entire row as we go, which insures you that you get a grade of plants that are far ahead of the plants where just the alleys and middles of the rows are dug.

Packed Right. We use plenty of good moss in packing our plants and guarantee them to reach you in good condition. Examine them upon arrival and if they are not in good condition heel them in and notify us at once. We will see that you are treated right.



The continuous and rapid growth of our business speaks for itself. Living up to our slogan: "Quality, Service and Satisfaction Guaranteed," has made for us thousands of satisfied friends and customers and we feel sure that if you decide to place your order with us we can please you.

Yours very truly,  
WALLER BROTHERS.

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## DESCRIPTIONS OF VARIETIES

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### Gandy

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(Per.) Originated by Mr. Gandy of Pennsylvania more than thirty years ago, and is yet being planted extensively. This variety does better when planted with some other late berry. The Aroma is a good variety to plant with them.

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### Kellogg's Premier

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Let us say that after fruiting Kellogg's Premier we are so well pleased with the fruit of this berry that I do not hesitate to say it is the best early strawberry ever grown by us. It is described as being with the Klondike in ripening, while with me it is fully a week ahead of the Klondike. The berry is as large or larger than the Aroma. Think of what this means as to fancy prices for the fruit. The parties who grow berries of the Kellogg's Premier will not be disappointed, but rather delighted. Description as follows: Premier is the ideal early strawberry, in fact, the best extra early variety ever introduced. Its fruit is large, beautiful in color, excellent in quality and delicious in flavor. Growers have long wanted a berry of this kind. There is big money in early strawberries, especially with a variety like the Premier, that is large in size, big in yield and delicious in flavor. I do not see how another thing can be added to this variety. Plant Premier in your garden and they will provide your table with big delicious berries early in the season. Their flavor is unsurpassed whether eaten fresh or preserved for winter use. We guarantee this berry to please you and we urge you to give it a trial.

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## St. Louis

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(Per.) There is only one thing that keeps this berry from taking first place as an extra early berry, and this is that it is too soft. However, we have had many flattering reports from the North, where it seems to do better than in the South. To anyone who is wanting to grow the largest early strawberry for the nearby markets, you need not hunt for anything that will turn down this variety in size or earliness.

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## Missionary

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A great favorite through out the state of Florida and a large per cent of Texas. We ship millions of these plants to each of the above named States. Fruit is medium size and very firm, resembling the Aroma in shape and color. A good plant maker and free from rust. Season same as Klondike.



A Block of Missionary

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## Klondike

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(Per.) If there is a better berry than this variety, the people have not found it out. This variety is, without a doubt, more extensively planted than any other one variety, especially throughout the South. Plants are very hardy, and will withstand the dry, hot weather as well as any.

We have more than twenty-five acres in this variety alone, and would be glad to have you figure with us on large orders. We are in a position to fill your orders, large or small, and at the same time with as good plants as money can buy.

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## Excelsior

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(Per.) An old variety that leads them all for earliness, and one that has stood the test for more than twenty years. Berries are of a dark red color, medium in size. Plant growth good.

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## Lady Thompson

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(Per.) This berry at one time had the lead in all Southern states and it still is grown very extensively. One very important reason for this is that the berry is a good drouth resister. The hot dry weather seems to have had but little effect on it. It is, as a rule, very productive.

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## Senator Dunlap

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(Per.) A favorite with most Northern growers, and is well known wherever strawberries are grown. It is a great plant maker and for this reason should not be planted too close together as plants will become too thick. Fruit is a bright red, good shipper, and excellent quality, mid-season.

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## Pearl

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Dependable Very Late Crops When Prices Are High. Pearl



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is the berry needed by strawberry growers—it insures a big annual crop of fine berries at the end of the season when prices are high.

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## Evening Star

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(Per.) In this variety you will find a good, all around late berry. I prefer them to the Gandy, as they are much more productive and are not subject to rust like the Gandy. Their season is the same as Gandy, also the fruit resembles this variety so much that you can scarcely separate them. The plants are large and hold their fruit well off the ground. To the man who is looking for a good late berry, he will find it in this variety.

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## Latest June Berry

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Blooms freely and opens its buds late enough in the spring gen-



A Block of Klondikes

erally to avoid late frosts. That's why its crops are so heavy and can be counted on so surely. Berries are enormous, of dark, bright red color, with prominent yellow seeds. Remarkably firm—a fine shipper. In the North it does not come into its prime until the very last of June and early July.

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## Dr. Burrill

### THE MILLION DOLLAR STRAWBERRY

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Dr. Burrill is an improved Senator Dunlap, and was originated by Dr. Reasoner of Illinois, who originated the famous Senator Dunlap. It is a cross of Senator Dunlap and Crescent, both being wonderful producers. This new berry is the biggest cropper of all strawberries. Berries are very large and uniform in size and shape. Most of you know what a Senator Dunlap is and what loads of nice berries they are producing everywhere. Dr. Burrill is a better berry in every way, produces more berries, bigger berries and berries of better quality. This is a big statement, but Dr. Burrill has proven its value on the grounds of the producer and one of the farms of the introducer.

This great new variety is a strong fertilizer, and its seasons of blossoming and fruiting are extra long. It ripens in mid-season. Dr. Burrill stands the drouth best of all the varieties, owing to its wonderful root system. Foliage is large, of a beautiful dark green, and very hardy and healthy. With its extra long, strong roots, heavy crowns and healthy foliage, it is able to produce its wonderful crops of fruit every season. Berries are very dark red in color.

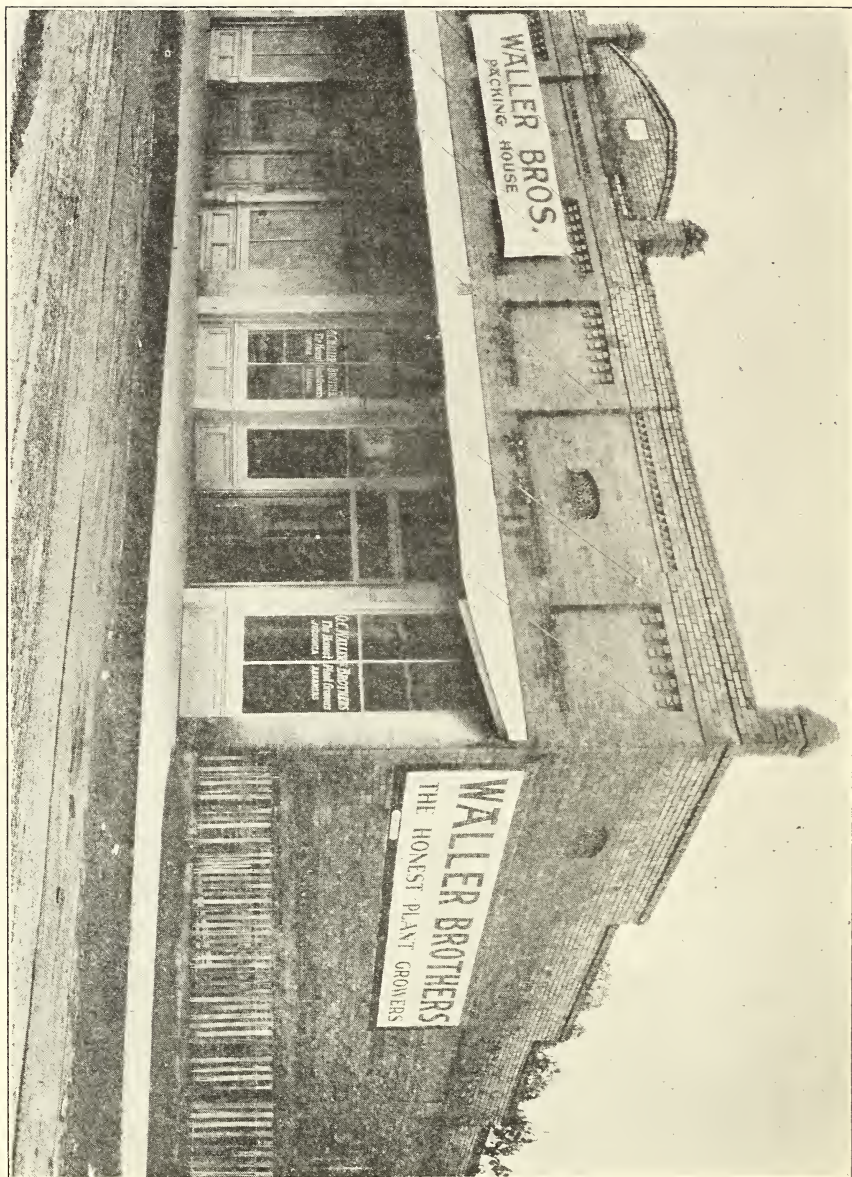
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## Ruth Early

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Here is a new extra early berry that is causing considerable excitement in this and adjoining neighborhoods. This berry has been grown here for four years, and each year is being more extensively planted. Last season there were several hundred thousand plants set and many more would have been planted could the plants have been bought.

The plants are very hardy, large and have a heavy dark green foliage. RUTH EARLY is an ideal extra early strawberry; its fruit



The New Packing House of Waller Brothers



is large, has a beautiful color, fine quality and a good flavor. RUTH EARLY is a heavy fruiter and ripens its fruit with the very earliest varieties.

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## Aroma

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(Per.) A very late and very popular berry in all sections. I have not yet found a late berry that has the demand that this one has. While I believe that there are some of the new varieties that are its equal, or, in fact, superior, however, it does well both North and South. Many of the growers here as well as elsewhere, will grow no other variety for a late berry. The berry is very firm, and you will find none that will stand shipping better than this variety.

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## Progressive Everbearing

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This variety was once the leading Everbearing. While at this time MASTODON is far superior. Fruit is dark red, medium size and good flavor.

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## Mastodon Everbearing

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**The Best Everbearer Known.** We have been growing this New Variety for three years and it has proven to be far superior to all other everbearing varieties.

As a spring berry MASTODON produces bigger crops than most common varieties. It is mid-season, ripening its fruit with the Klondike. We have surely been surprised and pleased to see it produce such a wonderful crop in the spring. On account of the high total amount of fruit produced during spring, summer and fall it is especially profitable when grown for sale at roadside markets.

The plants are large, vigorous, heavy crowned and deep rooted. This explains their ability to produce enormous loads of fine fruit. Every plant produces heavily; also the runner plants will often begin blooming and making fruit before taking root.

The berries are large and firm. As a market berry it is far superior to any other everbearing berry. At this writing, October 20th, our plants are loaded with ripe and green berries of a good size and flavor.



Our plants are set on new ground which is on the bank of a creek of running water the year around. They have not suffered for lack of moisture and as the land is a chocolate sand I can truthfully say I never saw finer rooted plants than these are. Our plants are direct from the originator and better plants cannot be had than these we are offering you. Regardless of your past experience with Everbearing strawberries we urge you to give this wonderful new berry a trial. It will amaze you with the tremendous load of fine fruit produced.

We have a very good supply of these plants this time. However, we never have been able to grow anything like enough to fill our orders and for this reason we ask you to send in orders as early as possible that we can book you and reserve the plants until you are ready for them.

We guarantee our Mastodon to be genuine, true to name plants.

## Price List of Strawberry Plants

	100	250	500	1,000	5,000
	Post	Not	Not	Not	Not
	Paid	Post	Post	Post	Post
		Paid	Paid	Paid	Paid
Klondike .....	\$ .50	\$ .75	\$1.50	\$2.50	\$12.00
Excelsior .....	.50	.75	1.50	2.50	12.00
Missionary .....	.50	.75	1.50	2.50	12.00
Lady Thompson ...	.75	1.00	1.75	3.00	14.00
Senator Dunlap ....	.75	1.00	1.75	3.00	14.00
Aroma .....	.75	1.00	1.75	3.00	14.00
Gandy .....	.75	1.00	1.75	3.00	14.00
Dr. Burrill .....	.75	1.00	1.75	3.00	14.00
Evening Star .....	.75	1.00	1.75	3.00	15.00
St. Louis .....	.75	1.00	1.75	3.00	15.00
Kellogg's Premier ..	1.00	1.50	2.50	4.00	19.00
Ruth Early .....	1.00	1.50	2.50	4.00	19.00
Pearl .....	1.00	1.50	2.50	4.00	20.00

### EVERBEARING

Progressive .....	1.25	1.75	3.00	5.50	25.00
Mastodon .....	2.50	4.25	7.00	13.00	

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## Testimonials Which Speak for Themselves

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### Highland Townsite & Farms

HARRY K. JOHNSON TRUST, Owners

Phone Preston 1511  
612 Petroleum Bldg.

HOUSTON, TEXAS

October 3, 1929.

Waller Bros., Judsonia, Ark.  
Gentlemen:—

I think it is due you that we state that the plants received from you last year were in better condition and the business all together handled more satisfactorily than with any other parties from whom we bought plants.

Of the 10,000,000 plants shipped us, we have the highest praise, as they were strong plants and arrived in the very best condition.

Yours very truly,  
HARRY K. JOHNSON TRUST,  
Harry K. Johnson, Trustee.

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Portales, N. M., April 14, 1929.

O. C. Waller & Bros.  
Judsonia, Ark.

Gentlemen:—We received our plants this week and wish to thank you for the extra good plants you shipped us. We certainly can recommend you to people who want plants.

Yours very truly, R. H. G.

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Iola, Kansas, March 1, 1929.

O. C. Waller & Bros.

Gentlemen:—I take the pleasure of ordering some strawberry plants of you, as yours have always given perfect satisfaction. I got my order in too late last season to get any Senator Dunlap, so will try again. I have one acre of your choice berries already and I want you to send me 4,000 Senator Dunlap and 2,000 more of the other kind to go with them. You will know best as to the kind. Please send the plants when you think best.

Yours very truly, H. G.

ElDorado Springs, Mo., April 4th, 1929.

O. C. Waller & Bros.

Judsonia, Ark.

Gentlemen:—We received the strawberry plants in fine shape and thank you for the extra ones sent us. The plants were received in a short time and again we thank you.

Yours very truly, G. A. H.

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Jefferson, Texas, February 12, 1929.

Waller Bros.

Judsonia, Ark.

Gentlemen:—Plants received and I wish to thank you for the liberal manner in which you dealt with me. I never was treated any squarer than you treated me, both in count and quality of plants, and if opportunity presents itself I am in a position to recommend both you and your way of doing business.

Yours very truly, A. B. B.

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Palo Alto, Calif., April 3, 1929.

Waller Bros.

Judsonia, Ark.

Gentlemen:—The plants came in in good shape and if I do not get a start from them it is my fault and not yours.

Yours very truly, J. A. H.

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Willow Springs, Mo., March 4, 1929.

Waller Bros.

Judsonia, Ark.

Gentlemen:—Please see that I get the pure Pearl plants, that very one thing is worth much when it comes to buying strawberry plants and I can say positively all the years that I have bought from you I have never been jobbed around and fuddled with in crooked substitution that is so common with so many strawberry growers, and some of them are in your neck of the woods, too. Consequently, in view of this fact, when I want strawberry plants, Waller Brothers is the first name I think of.

Yours very truly, H. S. M.

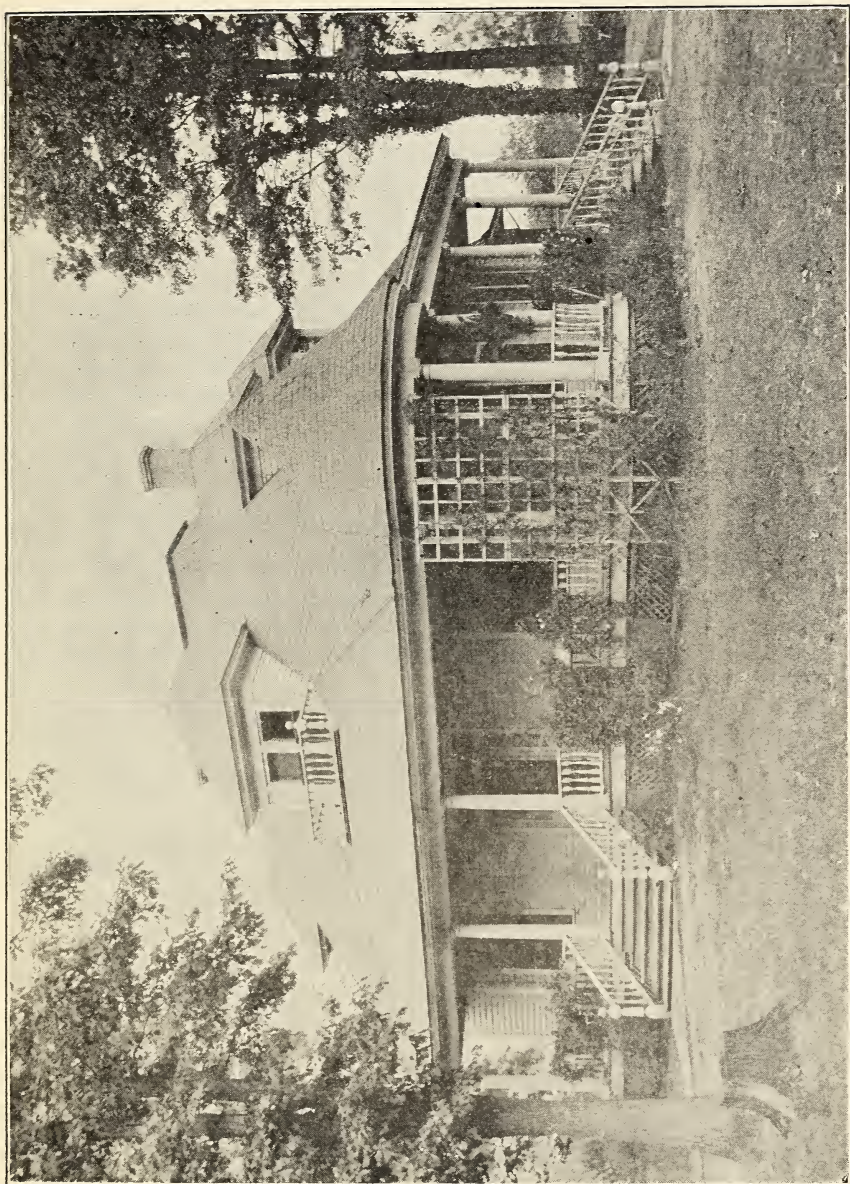
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Starke, Fla., December 5, 1929.

Waller Bros.

Judsonia, Ark.

Gentlemen:—Increase my order of 600,000 to 750,000. Get these



The New Home of Mr. and Mrs. O. C. Waller



out at the rate of 100,000 daily until order is filled. Last season we tested your plants out and find them to grow much quicker than \_\_\_\_\_ or \_\_\_\_\_ plants. I can tell to the row in my field where your plants are planted.

Yours very truly, T. S. W.

Tichnor, Ark., April 4, 1929.

Waller Bros.

Judsonia, Ark.

Gentlemen:—I am sending to you for some good strawberry plants. I have used your plants and have found them to be the best I can buy. Should have ordered from you at first but lost my catalogue and thought Mr. \_\_\_\_\_ plants would be as good but found I was badly mistaken.

Yours very truly, R. P. A.

Blue Jacket, Okla., March 3, 1929.

Waller Bros.

Judsonia, Ark.

Gentlemen:—What price can you quote me on Gandy for immediate delivery. We have bought many of your plants and can say that you give us more satisfaction than any other plant dealer we have bought from.

Yours very truly, N. H.

Acton, Ind., April 10, 1929.

O. C. Waller & Bros.

Judsonia, Ark.

Gentlemen:—Received my strawberry plants in fine condition; best plants I ever received from any company. Next year I will send for a large order.

Yours very truly, A. N.

Coyle, Oklahoma, April 1, 1929.

Waller Bros.

Judsonia, Ark.

Gentlemen:—Six years ago I bought strawberry plants of you and they were highly satisfactory. I am now in the market for more plants. I recommended Mr. Thornley to place his order with you. I told him your plants are the best in America.

Yours truly, Dr. C. B.

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Franklin, Tenn., March 5, 1929.

O. C. Waller & Bros.

Judsonia, Ark.

Gentlemen:—I bought some plants of you in 1918 and they did so well I now want to buy again. Please send me your list and mark the kind you can furnish and oblige.

Yours very truly, J. P. M.

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Portland, Tenn., Jan. 23, 1929.

Waller Bros.

Judsonia, Ark.

Gentlemen:—I want to buy Aroma strawberry plants in large lots. What is the best price you can quote me? Will want them in March and April. We like your plants and want you to quote us best price you can.

Yours truly, J. M. D.



DEAR FRIENDS:—

Are not these letters convincing evidence that our plants are as good as money can buy, **regardless of price?**

As already stated, these letters are genuine, and we have enough of such to print two or three books the size of this one. Such letters as the above do me good. I am always glad to hear from pleased customers, as it gives me encouragement to do even more to please the many new ones that are being added to our list each year. You may be presented with glowing assertions, couched in language that is broad and sweeping, and yet mean nothing. You may hear of pedigreed plants, of plants growing in the garden spot of the world. Claims of this kind are misrepresentations, pure and simple, and are made only to get your order. Look the world over and you will find no better plants than **WALLER BROTHERS'**; that's a pretty strong statement, but every order proves each word of it.

No rose bushes, cameras, monkey wrenches or other premiums are necessary to make new customers for **WALLER BROTHERS**, as the merit is in the plants.

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## Fall Planting

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I have been selling plants for fall setting for several years and my business has grown beyond expectations. I find that fall setting is growing in favor with a great many growers. Personally I think it is a good thing, especially if you are growing them for "hill culture," you can set them in October and November and get your crop next spring and you have saved a whole year of expense hoeing, cultivating and pulling out weeds and grass. On the other hand, if you are growing them under the matted row system, if you set them in the fall you will have them set and out of the way when your spring work is rushing you. Besides you are sure of a good stand and when they start off in the spring they will have longer to grow, which insures a heavy matted row of strong plants ready for next year's crop.



Showing the Productiveness of Our Plants.



## ORDER BLANK

Order No. . . . .

Date of Order .....

# O. C. WALLER & BROS.

JUDSONIA, ARKANSAS

Long Distance Phone 17B

Express



Ship To .....

Post Office .....

Street or Box No. ....

Express Office ..... State.....

[illegible]







Pearl

*Latest June Berry*